

ORDER



KSDK

Orders
Order / Rev: 720596
Alt Order #: 06363825
Product Desc: NRCC IE 2012
Estimate: 3315
Flight Dates: 10/26/12 - 11/06/12
Original Date / Rev: 10/19/12 / 10/19/12
Order Type: Political

Primary AE: Kristin Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: National Media Research Planning/ PC
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: National Republican Cong. Committee
Demographic: A35+
Product Codes: IS-Candidate/US House
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	10	\$9,835.00	\$8,359.75
10/29/12	11/06/12	33	\$50,060.00	\$42,551.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	10	\$9,835.00	\$8,359.75	0.00
November 2012	33	\$50,060.00	\$42,551.00	0.00
Totals	43	\$59,895.00	\$50,910.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSDK	38%	\$59,895.00
Market	100%	\$157,618.42

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	4%	\$6,304.74
KETC	0%	\$0.00
KMOV	35%	\$55,166.45
KNLC	0%	\$0.00
KPLR	0%	\$0.00
KTVI	23%	\$36,252.24
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	10/26/12	11/02/12	M-F 3-4p Ellen	CM	3-4p (3:00 PM-4:00 PM)	----F--	:30	1	\$850.00	P-1	0.00	NM	2	\$1,700.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/22/12	10/28/12	----F--		1		\$850.00		0.00					
	Week:	10/29/12	11/04/12	----F--		1		\$850.00		0.00					

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	KSDK	11/02/12	11/02/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	----F--	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
NWS CH5-5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$2,800.00		0.00			
3	KSDK	10/26/12	11/02/12	M-F 5-6A 5-6a	CM	5-6A	----F--	:30	1	\$675.00	P-1	0.00	NM	2	\$1,350.00
TODAY-LOUIS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$675.00		0.00			
Week:		10/29/12	11/04/12	----F--					1	\$675.00		0.00			
4	KSDK	10/26/12	11/02/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	----F--	:30	1	\$1,250.00	P-1	0.00	NM	2	\$2,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$1,250.00		0.00			
Week:		10/29/12	11/04/12	----F--					1	\$1,250.00		0.00			
5	KSDK	10/29/12	11/05/12	LN (M-F) LN (M-F)	CM	10-1035p	M-----	:30	1	\$3,375.00	P-1	0.00	NM	2	\$6,750.00
NWS CH5-10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$3,375.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$3,375.00		0.00			
6	KSDK	11/05/12	11/05/12	M-F 3-4p Ellen	CM	3-4p	M-----	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$850.00		0.00			
7	KSDK	11/05/12	11/05/12	M-F 5-6A 5-6a	CM	5-6A	M-----	:30	1	\$675.00	P-1	0.00	NM	1	\$675.00
TODAY-LOUIS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$675.00		0.00			
8	KSDK	10/29/12	10/29/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	M-----	:30	1	\$3,025.00	P-1	0.00	NM	1	\$3,025.00
NWS CH5-6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$3,025.00		0.00			
9	KSDK	11/05/12	11/05/12	M-F 6-7A 6-7a	CM	6-7A	M-----	:30	1	\$1,350.00	P-1	0.00	NM	1	\$1,350.00
TODAY-LOUIS-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,350.00		0.00			
10	KSDK	10/29/12	10/29/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	M-----	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$1,250.00		0.00			
11	KSDK	11/03/12	11/03/12	Sat 5p News Channel 5 at 5P Sat	CM	5-530P	-----S-	:30	1	\$1,475.00	P-1	0.00	NM	2	\$1,475.00
NWS CH5-5 WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$1,475.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
20	KSDK	11/04/12	11/04/12	SUN TDY NBC Today Show (Su)	CM	7-8A	-----S	:30	1	\$1,125.00	P-1	0.00	NM	1	\$1,125.00
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$1,125.00		0.00						
21	KSDK	11/04/12	11/04/12	Sun 9a Sun 9-10a	CM	9-10A	-----S	:30	1	\$1,010.00	P-1	0.00	NM	1	\$1,010.00
NWCHNNL 5 AT 9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$1,010.00		0.00						
22	KSDK	11/01/12	11/01/12	M-F 3-4p Ellen	CM	3-4p (3:00 PM-4:00 PM)	---T---	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$850.00		0.00						
23	KSDK	11/01/12	11/01/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	---T---	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
NWS CH5-5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$2,800.00		0.00						
24	KSDK	11/01/12	11/01/12	M-F 6-7A 6-7a	CM	6-7A	---T---	:30	1	\$1,350.00	P-1	0.00	NM	1	\$1,350.00
TODAY-LOUIS-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$1,350.00		0.00						
25	KSDK	10/30/12	10/30/12	M-F 3-4p Ellen	CM	3-4p (3:00 PM-4:00 PM)	-T-----	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$850.00		0.00						
26	KSDK	10/30/12	10/30/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	-T-----	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
NWS CH5-5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$2,800.00		0.00						
27	KSDK	10/30/12	11/06/12	M-F 5-6A 5-6a	CM	5-6A	-T-----	:30	1	\$675.00	P-1	0.00	NM	2	\$1,350.00
TODAY-LOUIS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$675.00		0.00						
Week:		11/05/12	11/11/12	-T-----	1		\$675.00		0.00						
28	KSDK	10/30/12	11/06/12	M-F 6-7A 6-7a	CM	6-7A	-T-----	:30	1	\$1,350.00	P-1	0.00	NM	2	\$2,700.00
TODAY-LOUIS-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$1,350.00		0.00						
Week:		11/05/12	11/11/12	-T-----	1		\$1,350.00		0.00						
29	KSDK	10/31/12	10/31/12	LN (M-F) LN (M-F)	CM	10-1035p	--W----	:30	1	\$3,375.00	P-1	0.00	NM	1	\$3,375.00
NWS CH5-10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$3,375.00		0.00						
30	KSDK	10/31/12	10/31/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	--W----	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
NWS CH5-5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$2,800.00		0.00						
31	KSDK	10/31/12	10/31/12	M-F 6-7A 6-7a	CM	6-7A	--W----	:30	1	\$1,350.00	P-1	0.00	NM	1	\$1,350.00
TODAY-LOUIS-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$1,350.00		0.00						

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KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
31	KSDK	10/31/12	10/31/12	M-F 6-7A 6-7a	CM	6-7A	--W----	:30	1	\$1,350.00	P-1	0.00	NM	1	\$1,350.00
TODAY-LOUIS-6															
32	KSDK	10/31/12	10/31/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	--W----	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	--W----		1		\$1,250.00		0.00					
													Totals	43	\$59,895.00